

Reflections

Tuesday, April 14, 2020

A grouch with good advice

I have a friend, an old, smart, grouchy friend, who has for no particular good reason stepped up and decided to offer me advice on how to run a nonprofit during a pandemic. Now, to be fair, he has never run a nonprofit, let alone during a worldwide pandemic...but that didn't seem to matter...or stop him from offering advice. He is, however, wicked smart when it comes to leading businesses.

(He's my friend because he is eccentric. I like smart, eccentric people. They both challenge and intrigue me. He's also been known to wear a kilt...)

What he told me was: "Don't think of Monroe as a fifty year old organization. That...literally...ended sometime in March. Think of yourself as a three year-old organization that is growing like a weed, adapting to an ever changing market and you have the products and services that the market needs right now, if you could only change quickly enough to make a difference...right now!"

I know I put that in quotes. He didn't quite say it that way because he uses lots of @#\$%\$#@ in his speech. But the point is a good one. It feels right to me.

I feel like we're reinventing ourselves every day. As quickly as we can. With not a lot of time for coordination and discussion. We have to move fast...oh, and by the way, faster than that.

Welcome to the wonderful, exciting, exhilarating and exhausting ride that is the Monroe Institute right now.

Monroe Marketplace

CJ and Ellen Walker are embarking on an adventure whereby Outreach Trainers can develop their own programs using the model/template developed by Ellen with the *Awakening* online course. Monroe Marketplace would offer courses that would be approved by Monroe and offered to other trainers for a fee. It serves two purposes: 1. We support our Outreach Trainers by having more quality courses they could offer their participants (that we don't have time to develop). 2. It sets up another stream of income for Monroe. More on this as we put structure around it.

Learning new skills

Leslie and I spent a good part of the morning learning how to moderate Zoom webinars in advance of our first Masterclass on Wednesday, April 22. "What are you seeing on your end?" seemed to be our most common phrase. We figured it out. It's like that for all of us. We'll figure it out as we go along. None of us has been in an organization operating under a worldwide pandemic. Have patience with each other. Have patience with yourself. We'll figure it out.

Have a plan. Work the plan. Change when you need to.

See you Wednesday.

Scott